

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

#13375

1934

LIBRARY

RECEIVED

☆ MAR 19 1937 ☆

U. S. Department of Agriculture.



BLUE BEAUTY. A free and continuous flowering variety. Its flowers are immense. No pool is complete without this gorgeous blue Lily.
Only \$2.00, Prepaid.

The WATER GARDEN BOOK

4 STAR COLLECTION NO. 1

GLADSTONE.

Always a favorite. Large white flowers. | 25 Each

CHROMATELLA.

Yellow leaves beautifully marked deep green and brown. | 00 Each

CONQUEROR.

You'll like this variety, large red flowers. | 2⁰⁰ Each

HELEN FOWLER.

A pink variety with very fragrant flowers. | 00 Each

These Four Beautiful Lilies Only \$3⁹⁵ Prepaid.



LOVELAND GOLDFISH FARM

JOE JOHANNIGMAN

LOVELAND, OHIO

To Selects

It would require a book many times this size to list all the Aquatic Plants, hundreds and hundreds of them, we grow and consider before listing them in this catalog. But when I list them for you to consider, the culling has been done. The not-so-good values, the not-so-easy-to-grow, the not-so-free-bloomers, the not-so-attractive plants have been weeded out and you may depend on whatever you select to be the best at the prices you want to pay.

We spend the months between catalogs searching for new lilies, new submerged plants, new shallow water plants—practical plants for your Water Gardens.

You can rely on the catalog descriptions. They are truthful and accurate, and as you turn the pages you will be surprised, if you are a good water gardener, at the comparatively low prepaid prices.

To those of you who have not ordered from me before, I want to extend a personal assurance that your orders will have the same thoughtful care that we give to our customers who order year after year.

ADD A BOG GARDEN

Water trickling gently along the rocky ledges, graceful green plants swaying in the breeze, here and there a splash of color from some blooming rock plant, — these are the pleasures found in a Bog Garden.



It's just the thing for that marshy, damp place where the overflow from your pool drains—the best type of garden found to be placed in that low place of your garden where little else grows.

The plants for this garden are varied — some unusual in foliage or bloom — beautiful beyond comparison, and altogether some of Nature's most magnificent specimens.

The little brook pictured on this page with its little inlets for plants that prefer wet feet, with pockets in its rocky sides for other plants, is a complete garden in itself.

The best plants for this type of garden are listed on pages 11, 12, and 13.

Quality, Fair Prices and Service

We can say without exaggeration that this year you get greater value than ever before. Advancing price in other commodities . . . business conditions on the up . . . yet again this year we are going to maintain the same rock bottom Prepaid Prices.

Our large, modern facilities enable us to offer these exceptional values in Water Lilies, Plants for Pools, Fish and Supplies.

We have prepared many special offers which are real **bargains**—values which we know cannot be beat anywhere. There are some fine collections of Lilies, some priced as low as \$2.75. Our Lilies, that grow and bloom, were never so attractively priced.

There are real bargains in Shallow Water, Bog and Floating Plants.

We are always here to give you service and stand back of our goods. The standard, "a satisfied customer," has always been sacred with us. Old customers, we know you will be with us again with an order. New customers can order with assurance that they will get plants for pools, which are the finest grown.

While the Loveland Goldfish Farm has been established for many years and has grown from a one-man business to a large modern organization, all of your orders receive the personal attention of Mr. Joe Johannigman. We can, therefore, assure you of satisfactory service on every purchase.

We appreciate the loyal support of the thousands of customers who have sent in orders year after year. We hope to hear from you again this year.

AN INVITATION

TO VISIT OHIO'S Finest Water Gardens

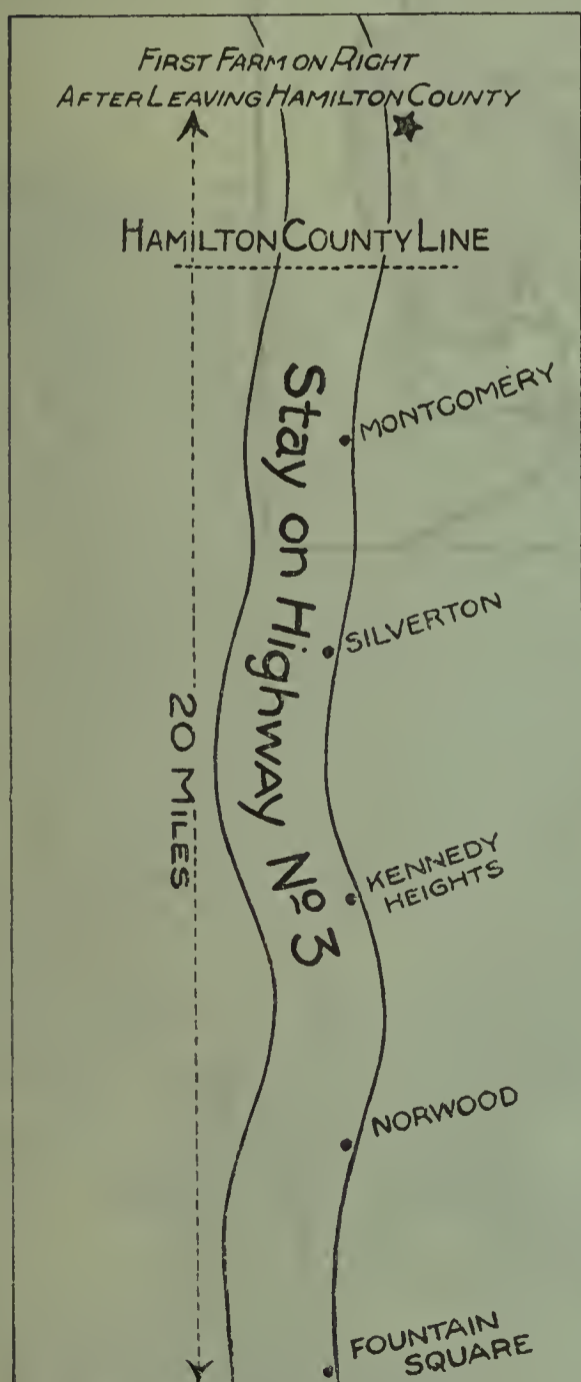
You will enjoy a trip to our Water Gardens . . . it comprises twenty-eight acres devoted to aquatic life . . . modern aquatic greenhouses . . . outdoor pools . . . tropical fish Display Rooms . . . a Glorious Sight.

Our Gardens are easily reached . . . just a pleasant 20-mile drive from the heart of Cincinnati business district and quickly reached by following directions given in accompanying chart.

From Dayton, use State Route No. 48 to Mason, Ohio, then right to U. S. Highway No. 22.

From Columbus, use State Route No. 3.

NOTE:—Our Post Office address is Loveland. Do Not Drive to Loveland in order to reach our Gardens, which are located several miles from Loveland.



\$25.00 in Prizes for a Real Name for This Wonder Plant

Really this wonder plant does not deserve the name, *Echinodorus Radicans*, because this plant is one that grows so easily, blooms so freely, hardy, adapts itself to any depth, can be used as a bog, shallow water, or submerged plant, will grow in full sunlight or part shade.

It was introduced as *Sagittaria Guayanensis*, but rechristened when plant origin was finally established.

Leaves oval in shape, 12 to 24 inches long—spread from a crown, and sends up runners on which appear delicate white flowers, swinging above the water, and gracefully bending to its surface where other tiny plants appear from this runner.

Thus continuously flowering, its dark green foliage, fullness of growth—it presents a lovely picture. The Ideal Plant For the Pool.

35c per plant; 4 for \$1.00, prepaid.

Give This Wonder Plant a Name

A name that defines and distinguishes this plant from all others. It has become one of the most popular of aquatic plants either for pool or indoor aquarium.

Your part is to give us a name for this plant—one that can be used commercially—a “nickname” one might call it. Easy, isn't it?

RULES OF THE CONTEST

1. It is necessary that you purchase one of these plants that you may by its growth determine its wonderful characteristics.
2. Submit your suggestion for name for this plant together with a snapshot of the plant in your Water Garden.
3. Entries must be in by midnight, September 1, 1937.

First Prize: Merchandise order of fifteen dollars—your selection of anything in our catalog.

Second Prize: One hardy Lily, James Hudson. Value five dollars.

Third Prize: One Blue Beauty Tropical Lily. Value two dollars.

Fourth, Fifth and Sixth Prizes: One dollar merchandise order from our catalog.

Snapshots will not be returned unless so requested by persons submitting them.

For all that I may use to illustrate our catalog, I shall be glad to choose for you a \$1.00 Water Lily in exchange.



Echinodorus Radicans

Another New Wonder Plant “WATER SPRITE”

One of the most beautiful of submerged plants for the garden pool yet introduced. A true Water Fern. In appearance the plant resembles terrestrial fern with its long gracefully slender fronds.

This beautiful plant under water gives an even more enchanting appearance as it spreads fanlike in the water, swaying with the rippling movement of the water. Here and there peeping from the water, the fronds show their green heads. Sometimes a long graceful leaf extends above the water.

Just the kind of a plant you desire for that “display” in the pool where the goldfish meet for their daily greeting to you.

50c per plant; 3 for \$1.00, prepaid.



Water Sprite

ARTISTIC Tub Garden

ANY sunny spot is satisfactory for the Tub Garden. A common wash tub may be used for the pool. Sink the tub in the ground and place rocks or flat stones around the edge to give a natural appearance. Fill with water and plant. You are now ready for a summer of real pleasure in your garden.



Collection No. 2

- 1 Water Lily. Any color you select; white, pink or orange.
- 6 Plants to plant in tub.
- 4 Plants for border.

All for **\$1.75** Prepaid

Fill-Your-Tub Collection No. 3

- 8 Plants, including Water Poppy, Water Hyacinth, Umbrella Palm, 3 plants for the border, and 2 oxygenating plants.

All for **\$1.00** Prepaid

Twelve Showy Plants for a Small Pool

This arrangement is suitable for any style pool, and makes a beautiful appearance. All the tall growing Water Plants should be planted in large pots and built up with bricks to within 1 inch of the surface.

Two beautiful choice Water Lilies, assorted Water Plants and plants for the border complete the picture.

Collection No. 4

- 2 Water Lilies—Marliac Rosea and Gladstone.
- 10 Beautiful Aquatic Plants for your pool.

\$2.25 Prepaid

Collection No. 5

- 1 Water Lily. Your choice, white, pink or yellow.
- 5 Plants. Assorted oxygenating, floating and shallow water.

\$1.00 Prepaid



Hardy Water Lilies

YOU will particularly enjoy these varieties. The Lilies listed below have been selected because they combine the qualities of prolific bloomers and sturdy growth as well as lovely flowers. The flowers include all the colors: rich reds, beautiful whites, shell pinks to deep rose, yellow and orange. Some of them have blooms eight inches across. All of them are hardy and adapted to planting and growing conditions in your garden pool. Their only requirements are sunlight, water and rich soil.

RED VARIETIES

CONQUEROR. You'll like this variety. The flowers just seem to live up to the name. Large buds come forth, bursting into immense red flowers. \$2.00 each.

GLORIOSA. One of those Lilies with an abundance of "IT." It has no equal for blooming. No pool is complete without this beautiful red Lily. \$2.00 each.

ATTRACTION. This bright red Lily is an attraction in itself. Large blooms frequently 8 inches across make everyone want to have this variety in his pool. A real aristocrat of the aquatic family. \$2.50 each.

JAMES BRYDEN. Always a favorite. Bright rosy red flowers. Cup-shaped and massive in appearance. \$1.75 each.

ESCARBOUCLE. The prettiest red of them all. It is a Lily we can recommend. A free grower. An early bloomer, exceptionally hardy. \$2.50 each.

CARMINE LAYDEKER. A small growing carmine-rose Lily, which makes it ideal for small pools. You cannot go wrong in ordering this variety. \$1.25 each.

JAMES HUDSON. Enormous flowers of rich, rosy crimson. Flowers are tulip shaped with pointed petals. \$5.00 each.



Solfatare—a new variety with sunset shades



Eugenia De Land

ORANGE VARIETIES

AURORA. Do not hesitate to choose the Aurora if you are seeking a hardy, free blooming Lily of sunset shades for your pool. On the first day the flowers are a soft rosy apricot, deepening by the third day to nearly a red. Many days after your plant is established you will see blooms of three distinct colors. Quite an attraction. Suitable for small pools or tub garden. \$1.00 each.

COMANCHE. This is our choice of a sunset color Lily for a large pool. It has all one could ask of a Lily. It begins to bloom very early in the spring and we have seen it in bloom until ice forms in the ponds in winter. The color is a rich apricot, then changing to a deep bronze. \$1.50 each.

SOLFATARE. A new French variety. Its soft peach color changing to salmon makes a combination of colors that one admires. Try it. We are sure you will enjoy it. \$1.25 each.

CHRYSANTHA. An excellent new free blooming variety. Color undergoes a change on successive days, opening a creamy yellow and darkening until it is deep orange-vermilion. \$1.25 each.

INDIANA. It opens a creamy yellow and shades through orange, bronze and fire-red. Suitable for small pools. \$1.25 each.

SIoux. Large flowers of rich, brassy yellow, shaded red. \$1.50 each.

PAUL HARIOT. A favorite variety that is one of our best sellers. Always a feature attraction. \$1.25 each.

Mr. J. W. Adams, Philadelphia, Pa., writes:
"My order came this morning as a surprise, since I was not expecting it until next week.

"Due to the fine packing, the specimens arrived as fresh and unbroken as though they had just been removed from the pools. The entire job was nicely finished, even to the generous sample of fish food enclosed."

Hardy Water Lilies

PINK VARIETIES

MARLIAC ROSE. This pink Lily still stands out as a worth-while variety for any pool. Excellent as a cut flower variety, its waxy blossoms last several days when picked. \$1.25 each.

MARY. Dainty little Mary, admired by all. Try this young lady if you want an inexpensive Lily for a small pool. 95c each.

PINK OPAL. We have always enjoyed its deep pink cup-shaped flowers. Everyone recognizes its value and it is one of our best sellers. A fragrant variety for the small or large pool. \$1.00 each.

ROSE AREY. Another painted petal variety. The flowers are a deep pink, deliciously fragrant. It is very hardy and grows freely. \$1.50 each.

AMABILES. A new variety that is a beauty. So different in form and bloom that we recommend it as something really worth while. It's in a class by itself. In color it is a bright silver-pink and its blooms easily average 7 inches in diameter. \$3.00 each.

NEPTUNE. The feature of this rare variety is the color of its blooms—imagine a deep pink flushed with smoky red at the base, then becoming lighter until the tips of the petals are almost white. Visitors to our gardens have wondered at the large amount of blooms coming from the plants. Try it for something that is different. \$2.50 each.

ESMERALDA. Another French variety of recent introduction. Different—in having its flowers variegated pink and white in a striking manner. \$1.50 each.

VENUSTA. A beautiful begonia-rose color sending its blooms above the water. \$1.00 each.



Gonnere—large double white flowers

EUGENIA DE LAND. Quite different from other Lilies in that its blooms are pointed like the Cactus Dahlia. Deep pink at base of petals, light pink at tips. A vigorous grower and bloomer. \$1.25 each.

EVANGELINE. A beautiful pink Lily. The flowers are extra large. This is a vigorous and free growing variety. \$1.00 each.

HELEN FOWLER. A pink variety of the Odorata type. Very fragrant flowers. \$1.00 each.

TUBEROSA ROSEA (Rose Magnolia). Pink variety, a very large grower and not suited for pool use. Excellent for naturalizing in large lakes. 75c each.

W. B. SHAW. Flowers very large, of rose-pink color and very fragrant. \$1.00 each.

WHITE VARIETIES

GLADSTONE. One of the best of the White Lilies. Large white flowers with broad waxy petals. A strong grower and a free bloomer. It is excellent as a cut flower and very popular with beginners as it is grown so easily. \$1.25 each.

GONNERE. The greatest and finest of White Lilies. Each blossom is a perfect globe. This variety is double clear to the center. Snowy whiteness of color. In our opinion it is one of the most attractive Lilies in our gardens. \$2.00 each.

MARLIAC ALBIDA. A most desirable white variety, free bloomer. Try it. We are certain it will please you. \$1.00 each.

WHITE LAYDEKER. A very pretty Lily of dwarf habit. Creamy white blossoms with bright yellow centers, having a strong tea fragrance. \$1.25 each.

HERMINE. A new variety admired by all who see it. The pointed petals give it a distinctive appearance from other white varieties. Snow-white flowers. \$1.50 each.

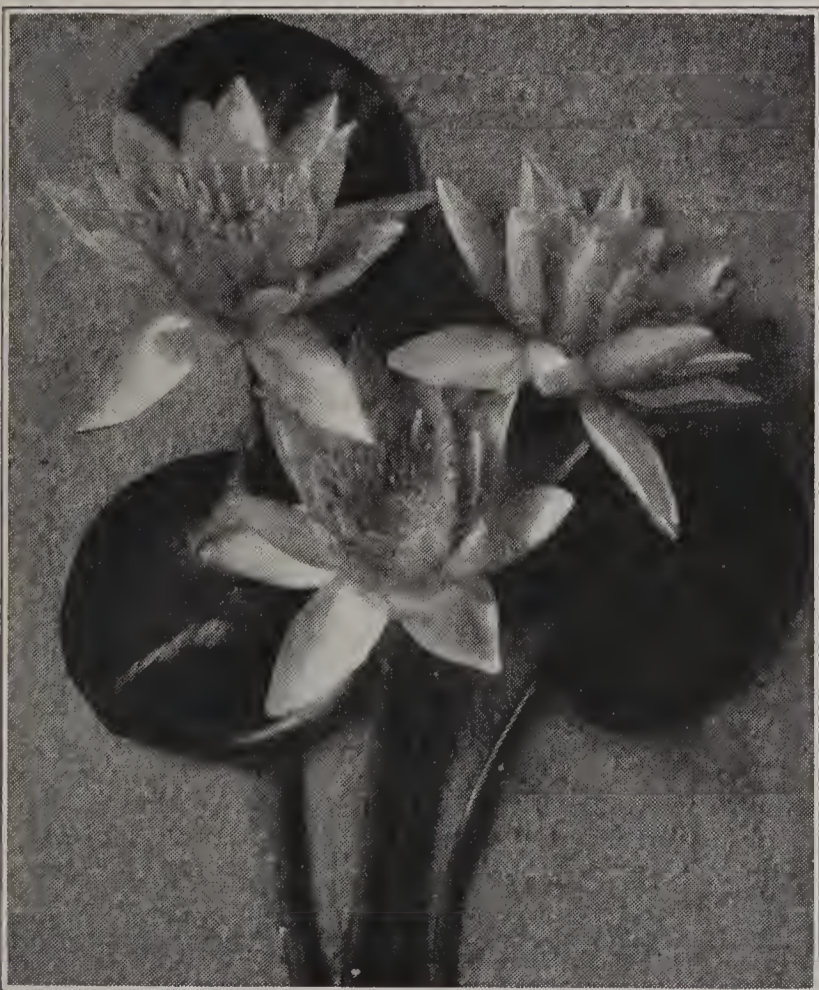
YELLOW VARIETIES

CHROMATELLA. A variety that far outsells any other Lily. It is one of the best of the yellow varieties. Leaves beautifully marked in deep green and brown. Bloom a rich yellow in color. \$1.00 each.

SUNRISE. The biggest and best of them all. Looks like huge yellow suns floating among leaves that are beautifully marked with brown spots. The flowers are graceful in form, of glorious canary color. A lily that should be in every water garden. \$2.00 each.

YELLOW PIGMY. A tiny little Lily that is ideal for tub culture, or very small pool. Flowers are only 1 to 2 inches across. Of a rich golden yellow. 65c each.

ODORATA SULPHUREA. A fragrant yellow Lily. \$1.00 each.



Marliac Rosea—a beautiful deep pink variety

The Sacred Lotus



THERE is something fascinating about a Lotus. Symbolic of purity under temptation stands the Lotus, so the followers of Buddha have said.

In the Lotus we see beauty of form and harmony of color, great concave, shield-like leaves often 2 feet in diameter, large buds borne on long stems 4 to 8 feet tall, enormous flowers with delightful fragrance.

CHINESE RED LOTUS. The King of the Lotus—full double flowers of bright rosy carmine carried well above the foliage. A most gorgeous variety. It grows well under almost all conditions. \$2.50.

JAPANESE LOTUS (*Album grandiflorum*). Pure white flowers, extra large foliage. Each, \$1.50.

SHIROMAN. A double flowering white variety. Each, \$2.50.

AMERICAN LOTUS (*Luteum*). Native to some of the States in the South and West. Flowers, rich yellow, large grower, requires considerable room in a pool. Each, \$1.50.

EGYPTIAN LOTUS (*Speciosum*). The Sacred Lotus of the Nile. Rosy pink blooms. Shy bloomer in a small pool. \$1.50.

MIXED LOTUS. Good varieties, our choice. Each, \$1.25.

LOTUS COLLECTION No. 6

An outstanding attraction in the water garden. The huge leaves and flowers add a touch of the Orient.

CHINESE RED LOTUS
AMERICAN YELLOW LOTUS

\$3.50
POSTPAID

Lotus and Lily Collections

CLEO'S FAVORITE COLLECTION No. 7

Chinese Lotus
Papyrus
Imperial Taro Plant
Parrot Feather

\$2.75
Postpaid

NATIVE COLLECTION No. 8

Yellow or Pink Lotus, your choice, collection of 5 plants suitable to plant in same box with Lotus.

Parrot Feather
Water Hyacinth
Poppy
Etc.

\$1.95
Postpaid

MARVELOUS COLLECTION No. 9

"Marvelous" your friends will say when they see this collection of Lotus and Lilies in bloom.

Chinese Red Lotus.
Sunrise. Best of the yellow Lilies.
Neptune. Supreme, pink.
Gonnere. Greatest white.

All for Only
\$7.50
Postpaid

LOTUS ARE SHIPPED ABOUT 15TH OF MAY.

Loveland BARGAIN COLLECTIONS

COLLECTION No. 10

Any three Lilies listed at \$1.00 each
on pages 4, 5, and 8, for
ONLY **\$2.79** PREPAID

COLLECTION No. 11

Any three Lilies or Lotus listed at \$1.50
on pages 4, 5, 6, and 8, for
ONLY **\$3.95** PREPAID

COLLECTION No. 12

Any two Lilies listed at \$2.00
on page 4, 5, and 8, for
ONLY **\$3.69** PREPAID

BEAUTY IN YOUR POOL

Here are two remarkable collections of four gorgeous Water Lilies, each of a different color, together with 10 Aquatic Plants. This collection illustrated in pool pictured below. The arrangement is perfect.

Collection No. 14

The Lily varieties are:

Neptune
Chromatella
Solfatare
and
Gonnere

The Aquatics are:

Water Hyacinth
Poppy
Parrot Feather
Shell Flower
Submerged Plants

All These Plants for Only

\$5.00

Postpaid

Collection No. 15

This Collection contains two hardy and two tropical Lilies:

Eugenia de Land
Chromatella
Bisset
Blue Beauty

With the same aquatic plants as listed in Collection No. 14.

All These Plants for Only

\$5.00

Postpaid



Tropical Lilies

Immense Blooms Gorgeous Colors

SOONER or later you will include Tropical Water Lilies in your collection. No pool is complete without at least one. They bring to the pool something you can't have in the hardy Lilies. Long erect stems bear their large flowers above the water level. Some varieties bloom at night. The size of the bloom depends upon the amount of soil and leaf spread available for each plant. Give them a chance and they will repay you.



Mrs. Woodrow Wilson—blue Tropical Lily

Day Blooming Tropical Water Lilies

AUGUST KOCH. This Lily is free flowering and of extremely easy cultivation. Its flowers are 7 to 8 inches across, very fragrant. The sepals are purplish lilac and the petals pale wisteria-violet. \$2.00.

BLUE BEAUTY. Deep blue. Free and continuous flowering. Leaves and buds spotted purple. \$2.00.

DAUBEN. It produces small, light blue flowers in great profusion. Fine for tub or aquarium. 95c.

MRS. C. W. WARD. A most charming variety with petals of rich rose-pink. Flowers are borne well out of the water. \$2.00.

MR. GEO. H. PRING. A new and novel type that produces numbers of large, fragrant white flowers with pointed petals. Petals broader at the base and more pointed at the tip. \$1.50.

MRS. WOODROW WILSON. This variety has lavender-blue flowers of large size. It is an extremely satisfactory day blooming variety. \$1.75.

GENERAL PERSHING. Clear, distinct pink. The flowers are of great substance, delightfully fragrant. Opens early in the morning. \$2.50.

PANAMA PACIFIC. It is an everblooming viviparous, strong growing and free flowering. The predominant color is reddish purple and the stamens are yellow. A most excellent variety. \$2.00.

MRS. ED WHITAKER. One of the largest flowered varieties of the show type Lilies. Fragrant sky-blue blossoms open quite flat. Three to four open flowers at one time. An excellent plant for any pool. \$2.00.

Night Blooming Tropical Water Lilies



Frank Trelease

Why not plan to have a Lily in your pool that everyone can enjoy. When Dad comes home in the evening, he is surely entitled to enjoy the blooms in the water garden. This type of Lily opens towards evening and remains open until ten the next morning.

BISSET. A night bloomer of unusually free-blooming habit. The flowers are of a beautiful rose-pink color. The petals are broad and slightly concave, giving the bloom a cup-shaped form. \$1.20 each.

FRANK TRELEASE. Flowers a brilliant crimson. Most popular because of its rich color. \$1.50 each.

JUNO. Large, snow-white flowers, with a center of pure yellow stamens and produced freely. \$1.50 each.

OMARANA. A pleasing pink Lily. A vigorous grower and one of the freest flowering. \$1.00 each.

RUBRA ROSEA. One of the best. Brilliant rosy carmine flowers are held well above the glossy foliage. \$1.25 each.

H. C. HAARSTICK. A new night bloomer. The flowers are brilliant red in color. A wonderful variety. \$2.00 each.

Tropical Lilies should be planted only after weather is warm and settled.

Three New Bargain Collections

COLLECTION No. 16

Two gorgeous flowering varieties.
BLUE BEAUTY **JUNO**
 Blue White

\$3.50 PREPAID

COLLECTION No. 17

A beautiful trio of Water Lilies, free-blooming.
CHROMATELLA **PINK OPAL**
 Yellow Deep Pink

MARLIAC
 White

PREPAID—All Three for Only \$2.75

COLLECTION No. 18

A Foursome of Popular Lilies.

GLORIOSA **ROSE AREY**
 Red Pink

CHROMATELLA **GLADSTONE**
 Yellow White

\$3.95 PREPAID



Juno—Night Blooming Lily

AQUATIC PLANT COLLECTIONS

Collection 2-A

This aquatic collection should be ordered with Lily collections. An excellent group of Floating Plants most useful for your fish to spawn on and for your baby fish to hide in. In this collection are the interesting Water Fern, Shell Flower, Parrot Feather and Water Hyacinths.

Collection No. 2-A—Ten Floating Plants, \$1.00, Postpaid



Illustrates our Floating Plant Collection 2-A, including: Water Fern, Hyacinth, Water Lettuce and Parrot Feather.

Pool Essentials

SCAVENGERS FOR THE POOL

JAPANESE SNAILS, BLACK RAMSHORN SNAILS, TRUMPET SNAILS, CLAMS

Natural scavengers are essential for cleanliness in the garden pool. They help prevent the excessive growth of algae and devour decaying vegetation as well as consuming excess food.

COLLECTION No. S1

For the average pool, a general assortment of Snails and Clams

12 for 75c, Prepaid

See Page 22 for Detailed Description of These Scavengers.

SUBMERGED PLANTS FOR THE POOL

These plants grow under water, and absorb the impurities or release oxygen to destroy them. Submerged plants are indispensable when fish are present as they provide a perfect balance for the animal life. They can be rooted in soil, in the lily boxes.

Anacharis
Cabomba
Money Worth
Myriophyllum

Ludwigia
Sagittaria
Southern Spatterdock
Vallisneria

Submerged Plant Collection No. S3

10 Plants for \$1.00, Postpaid

SCAVENGERS AND SUBMERGED PLANTS FOR THE POOL

For your convenience we have arranged this Low Price Collection of Scavengers, Submerged Plants and Fish Food. Every year the pool generally needs a fresh supply of Snails and Oxygenating Plants and naturally the fish need some of that good Jo-Jo Outdoor Fish Food.

COLLECTION No. S4

12 Scavengers.

10 Submerged Plants.

1 10-ounce Package Outdoor Fish Food.

All for **\$2.00**
Postpaid

USEFUL ITEMS FOR THE POOL

GOLDFISH DIP NETS

No. N-1. The net has 1/4-in. sq. mesh in the bottom, 3/8-in. sq. mesh in the top, with a 12-in. round ring and 6-ft. plain wooden handle. Each, \$1.25.

No. N-2. Same net as above except with a 12-in. D-shaped ring. Nets 18 inches deep. Each, \$1.50.

FERTILIZER

FERTILIZER OR WATER GARDEN PLANT FOOD. A good fertilizer. Use 1 quart per bushel of clay soil or 1 quart for 2 bushels of good garden soil. 5-lb. sack, 75c; quart carton, 30c.

CONTAINERS

CYPRESS BOXES. For planting Water Lilies. Hold about 1 cubic foot of earth. Last a long time. Knocked down or complete. Each, 50c.

POOL DISINFECTANT—Use in solution tinting water a good pink, repeat when color disappears. Helps destroy algae and fish parasites, and to keep fish in a healthy condition. Per bottle, 25c.

OUR OWN FUNGUS REMEDY. Three to four drops will help cure most external diseases of fish. Advisable as an antiseptic before introducing new fish to pool or aquarium. Per bottle, 50c.

The Above Supplies Shipped Express Collect.

JO-JO OUTDOOR FISH FOOD



An economical food for feeding Goldfish and other fish in outdoor ponds or pools. The best value on the market. Big ten-ounce package only

Postpaid

35c

Mrs. Gerald Boerner, Austin, Texas, writes:

"You are right in saying fish are enthusiastic over this fish food. My pet Comets simply stand on their tails at the top of the water and blow bubbles at me—they are so eager for their feedings.

"I enclose a snap of our pool which was finished and planted in May."



Lily Pool of Mr. and Mrs. Gerald Boerner, Austin, Texas.
7 feet in diameter; 24 inches deep—Rose Arey Lilies.

Enjoy Natural Beauty

WITH THESE WATER PLANTS



Umbrella Palm

There are wonderful possibilities with Water Plants to give your pool a unique and tropical appearance. Try a collection of Taro, Umbrella Palm, Papyrus and Primrose Willow, grouped together in a corner of the pool or in the center, or a collection of Primrose Willow, Parrot Feather and Forget-Me-Nots in a shallow corner of the pool.

For a natural pool use plenty of Japanese Iris planted right at the edge or in one to three inches of water. Our sturdy, healthy plants reach you ready to grow. If you have ever planted aquatics before you know the value of starting with good plants.

HERE are grouped those plants which grow in the water. They are varied and interesting, and give the much desired natural effect to the pool. They are easily grown. Most of them do best in shallow water and so the pots, boxes, or tubs should be raised to within two to eight inches of the surface.



Marsh Marigold



Flowering Rush

Varieties marked with a (*) are particularly adapted to a depth of 6 to 12 inches.

Varieties marked with a (†) are suitable to plant at about 2 to 6 inches.

Varieties marked with a (‡) are plants that like wet feet but with crowns and stems preferring the air and sunlight.

Varieties marked with a (§) are the beautiful Tropical Plants.

FLOWERING RUSH—A hardy plant with peculiar three sided leaves. Pink flowers are borne on round stems. 25c each. (Illustration at left).

§‡UMBRELLA PALM—We have an excellent strain of this popular plant; produces large fan-like leaves. 25c each.

†VARIEGATED SWEET FLAG—One of the best of the shallow water plants; saber-like leaves, broadly striped green and ivory. 25c each.

‡MARSH MARIGOLD—An attractive native plant for shady places. Blooms in the early spring with yellow flowers like those of the buttercup. 20c each.

†*PRIMROSE CREEPER—A rapid growing, partially submerged aquatic with yellow flowers. 2 for 25c.

‡PRIMROSE WILLOW—Erect plants 2 to 3 feet high, with attractive narrow foliage and bright yellow blossoms. Very desirable at the edge of pools or in a tub garden. 25c each.

(Continued on Pages 12 and 13)

Interesting Plants that Be



Pickerel Plant

- †**PICKEREL PLANT** — Beautiful blue flowers. Total growth about 2 ft. 25c each. (Illustrated above.)
- §†**THALIA**—A handsome canna-like aquatic standing 3 to 6 ft. high. 50c each; 3 for \$1.00.
- §‡**PAPYRUS** or **EGYPTIAN PAPER PLANT**—A very beautiful water plant with plummy heads of foliage. 25c each.
- ‡**CARDINAL LOBELIA**—Another beautiful native plant. Spikes of rich, cardinal-red flowers. 20c each.
- ‡**HARDY CALLA** (*Calla palustris*)—Similar to a Calla Lily, but of much smaller size. 20c each.

†**IRIS**—(Yellow Flag or Blue Versicolor). Very attractive and hardy. 25c each.

JAPANESE IRIS—This beautiful Iris thrives in wet soil around the pool or planted in a box in the pool to a depth of one to four inches. Large clumps. 25c each.

§†**PURPLE WATER HYACINTH**—A creeping plant, with handsome blooms. 50c each; 3 for \$1.00.

†**ARROWHEAD, GIANT**—Beautifully shaped leaves, white flowers. 20c each.

§‡**BUTTERFLY LILY**—A tall canna-like plant with large leaves. White or yellow flowers. 35c each; 3 for \$1.

§†**WATER POPPY**—Leaves float upon the water. Flowers are large and yellow. Should be in every pool. 15c; 4 for 50c.

§**WATER HYACINTH**—A beautiful floating plant. Spikes of orchid-lavender flowers are produced freely if the roots are allowed to anchor in soil. 2 for 25c; 6 for 50c.

†**CATTAIL**—Swamp plant. Hardy. 2 for 25c.

†**GRACEFUL CATTAIL**—A tall variety with slender cattails. These plants furnish a very fine background in massed plantings. 2 for 25c.

***FLOATING HEART**—Small leaves resembling Water Lilies; brilliant yellow flowers. 2 for 25c.

‡**FORGET-ME-NOT**—The well known spring and summer flowering plant. 25c each.

§**DWARF UMBRELLA**—A dwarf form of this popular plant, excellent for small pools or tub gardens. 20c each.

§**WATER FERN**—An aquatic fern producing small ferns on upper side of the leaves. 15c each.

ANOTHER WONDERFUL VALUE

SPECIAL CENTERPIECE COLLECTION No. 6A

Illustrates our 6-A Special Centerpiece Collection and includes Umbrella Palm, Papyrus (tall plant), Taro, Primrose Willow (in bloom), Water Poppy, Creeping Water Hyacinth (in bloom on water).



ONE OF OUR FINEST VALUES

This group should be planted in a box or large tub, submerged about three inches below water level. The Taros and Paper Plants should be planted in the center and the other plants grouped around it.

- 2 Egyptian Paper Plants
- 2 Water Taro
- 2 Umbrella Plants
- 1 Primrose Willow
- 2 Water Poppies
- 1 Creeping Hyacinth

TEN BEAUTIFUL PLANTS

ALL FOR **\$2.00** Prepaid

All Plants priced 20c each are sold 4 for 50c
All Plants priced 25c each are sold 3 for 50c

Beautify Your Water Garden

IMPERIAL TARO—Illustrated on this page. This plant should be in every water garden. Very attractive. The leaves are blotched a dark brown and violet-black. You will enjoy having this plant. 50c each.

§JAPANESE TARO—

(*Colocasia multiflora*)—Rich green leaves on dark purple stems. 35c each.

(*Colocasia Indica*)—Similar to above except it is entirely green. 25c each.

§WATER LETTUCE—A pretty floating plant with green fluted leaves and long wavy roots. 2 for 25c.

***WATER SNOWFLAKE** — Similar in growth to a lily. Shipped as a detached leaf which soon forms new plants. Each new leaf is soon filled with dainty little white flowers. Quite novel. 20c each.

FLOATING PLANTS—Azolla, Duckweed and Salvinia. These three floating plants are at home in every pool. Small dainty plants, which float on top of the water. Large portion, assorted. 50c.

HARDY BAMBOO—A very tall growing variety for background use. Adds a tropical atmosphere to your water garden. Green variety. 20c.

‡VARIEGATED BAMBOO—A green and white variety that is very beautiful. Grows about 3 feet high. 50c each.

§STRAILING ARROWHEAD — (*Nephtytis liberica*). A new plant having been introduced in the past few years. Can be grown as a vine or in an upright position. Does well either as a bog plant or in water. 25c each.

‡DWARF ACORUS—A miniature form of the trailing arrowhead, growing about six inches high, excellent for planting between rocks where it is damp or wet. 20c each.

§CALLA LILY—Tropical in appearance and bears snow white flowers. 25c each.

§YELLOW CALLA LILY—Its flowers are as large as the above variety but a golden yellow color. Beautiful foliage. Dark green leaves with spots of creamy white. 50c each.

‡‡PARROT FEATHER—Extremely valuable for trailing over a fountain. 15c a bunch.



Imperial Taro

Collection No. 3A TROPICAL PLANTS

In this group are the handsome foliage and flowering plants. One each: Umbrella Palm, Water Hyacinth, Primrose Willow, Water Poppy, Butterfly Lily, Shell Flower.

Six Tropical Plants
Postpaid \$1.00

Collection No. 4A

Outstanding Aquatics:

Creeping Hyacinth Nephtytis
Imperial Taro Papyrus

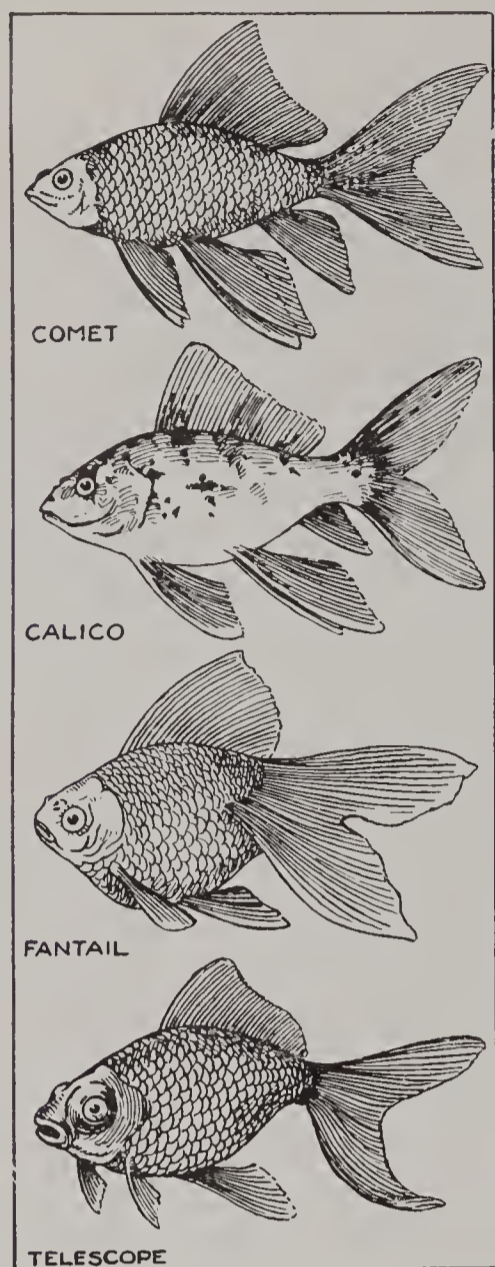
Postpaid
All for \$1.25



Parrot Feather



Thalia growing at edge of natural pond



Goldfish

THE IDEAL POOL FISH

NO POOL—even if it is a miniature one—is complete without a few ornamental fishes. Fish in the pool will take care of themselves, only an occasional feeding of Dried Shrimp and Jo Jo Fish Food is needed.

The illustrations show several different types. The illustrations are not exaggerated as is the case in many catalogs. You will be pleased with our selections.

Goldfish may be wintered outside in your pool, provided you have some soil and plants in it, and the depth is at least 18 inches. If you drain your pool, a tub or tank in the basement will answer.

SHIPPING INSTRUCTIONS

Goldfish are shipped by express. Customer to pay the charges. On small orders include 50c for shipping can, same is then your property. On large orders we loan you the can, same to be returned at once by express prepaid. The express company makes a flat charge of 20c for returning empty cans.

THE BIG ONES

GIANT GOLDFISH—10 to 12 inches—\$3.00 per pair, \$15.00 per dozen; 8 to 10 inches—\$2.00 per pair; \$10.00 per dozen.

GIANT COMETS—The fish with that long wavy tail, 12 inches. \$4.00 per pair.

LARGE ORIOLES—An orange and black color. 4 to 6 inches. \$1.00 per pair.

GIANT PEARLS—6 to 8 inches—\$2.00 per pair; 10 to 12 inches—\$6.00 per pair.

GIANT SHUBUNKINS—The large size of the Calico Fish. 7 to 9 inches. \$3.00 per pair.

POOL GOLDFISH

A selected group of goldfish suitable for all pools. An assortment of colors, gold, gold and white, pearl, gold and black. Assorted 2 to 4 inches—\$1.00 per dozen; 25 for \$2.00. 4 to 5 inches—\$1.50 per dozen; 25 for \$3.00. 5 to 6 inches—\$3.00 per dozen. 6 to 7 inches—\$5.00 per dozen.

COMET TAILS

A variety with unusually long tails. 6 to 7 inches—\$1.50 per pair; \$7.50 per dozen. 7 to 8 inches—\$2.00 per pair. 8 to 9 inches—\$3.00 per pair.

FANTAILS

These are the best known of the fancy goldfish. 3 to 4 inches—75c per pair; 4 to 5 inches—\$2.00 per pair; 5 to 6 inches—\$3.00 per pair.

GIANT FANTAILS—\$3.00 to 10.00 each.

TELESCOPES

An odd fish with large protruding eyes. These fish are highly prized. Red and velvety black. Small sizes—50c each; medium—75c each; large—\$1.00 each. It is very difficult to classify these fish accord-

ing to inches. They are priced more according to quality.

CALICO

The wonder fish, marvelously colored, brilliantly mottled, blue, red, gold, brown, white, yellow and black. A thoroughly hardy fish. No two fish are colored alike. 2 to 3 inches—\$1.50 per doz. 4 to 5 inches—\$1.00 per pair; \$5.00 per doz. 5 to 6 inches—\$2.00 per pair; \$10.00 per doz.

GOLDFISH FOR THE SMALL POOL

Collection No. 25

A complete collection of small size fish, ranging from 2 to 4 inches, 25 fish. 15 Pool Fish, 6 Calico Fish, 2 Telescopes and 2 Fantails, including shipping can, \$3.00.

GOLDFISH FOR THE MEDIUM POOL

Collection No. 26

A combination of all sizes of goldfish. 20 selected goldfish, 2 to 4 inches; 10 selected goldfish, 4 to 5 inches; 10 Calico fish, 2 to 4 inches; 10 assorted Comets, Fantails and Telescopes. **Fifty fish**, including shipping can, \$5.00.

GOLDFISH FOR THE LARGE POOL

Collection No. 27

A collection of beautiful goldfish of medium and large sizes—50 Pool Fish, 2 to 4 inches; 10 Pool Fish, 4 to 5 inches; 3 Giant Goldfish or 6 young Giants; 25 assorted sizes Shubunkins, from small to extra large size, 12 assorted Telescopes and Fantails. 100 fish, \$15.00.

On this collection we loan you large shipping can, same can be returned at once, express prepaid.

Quality Fish Foods



WHEN DO WE EAT? Even the little fish fairly climb out of their pool in their enthusiasm over Jo Jo Fish Foods. They seem to know it's the proper fish diet. You can give fish all the Jo Jo Fish Food they want because it is appetizing and healthful.

JO JO NATURAL FISH FOOD

The finest quality for goldfish in aquariums; contains all the necessary ingredients. We make it and use it here at the hatchery. It is easy to use. Price, 15c per can, postpaid.

JO JO TROPICAL FISH FOOD

A wonderful food. A perfect balanced food for daily feeding of all kinds of tropical fish. Contains all the ingredients that promote the growth and health of fish. 15c per can, postpaid.

JO JO SHRIMP FISH FOOD

For fancy goldfish and tropicals. Finely ground and packed in sift top cans. Shrimp Food contains necessary vitamins to keep fish in a healthy condition. Per can, 15c, postpaid.

FISH TONIC

An excellent tonic for Tropical and Goldfish—in preventing fungus or itch, ridding aquarium of Hydra. 4-oz. pkg., 15c; 1 lb., 50c, postpaid.

JO JO TURTLE FOOD

Contains all ingredients found necessary for these little pets. Also, a fine food for Newts and Salamanders. Turtles should also be fed a little raw beef occasionally. Price, 15c per can, postpaid.

And you can be on the safe side by always ordering Jo Jo Fish Foods because you are sure of a fine quality food that your fish will relish. The inferior brands of so-called "cheap" fish foods often prove very costly because the fish refuse to eat it.

FUNGUS REMEDY

A remedy for ichthyophthirius, fungus and other external ailments of gold and tropical fish. Per bottle, 25c, postpaid. Large size, 50c, postpaid.

JO JO AQUARIUM GRAVEL

Especially prepared to give the proper bed for aquarium plants. 15c per 32-oz. box; 25c per 5-lb. bag; 10-lb. bag, suitable for ten to twelve gallon aquarium, 40c; 25-lb. bag for large aquarium, 60c. Not postpaid.

JO JO OUTDOOR FISH FOOD

Goldfish in outdoor pools do not receive a sufficient amount of natural food and must be fed a prepared fish food. The use of Jo Jo Outdoor Fish Food will help bring out brighter coloration in your fish. It is pleasant to the fishes' taste as is evidenced by the eagerness with which they look forward to their daily feeding.

Big 10-oz. package, 35c postpaid

LOVELY GROUPINGS OF PLANTS THAT WIN ADMIRATION

Blue and White Collection COLLECTION No. 19

This collection will make your pool the pride of the neighborhood—an outstanding pool for its wonderful blooming lilies, its gorgeous foliage plants. We have grouped these plants in response to our many friends who have continually written us during the past year. "Send me a collection of plants that you would like to have in your own pool—"

Woodrow Wilson, free blooming blue.
Mrs. Pring, gorgeous white bloomer.
Parrot Feather, lovely green color.
Pickerel Plant, azure blue flowers.
Arrowhead, white flowering.
Thalia, giant leaves, small bluish flowers.
Water Hyacinth, lavender-blue.
Blue Water Iris, attractive and hardy.

**This complete collection for \$2.95,
Postpaid**

A Combination Collection COLLECTION No. 20

Here is a beautiful collection at a real price. These plants are radiant with color and are all that you need for a beautiful little water garden. The plants selected will give you plenty of bloom through the entire summer.

**A complete collection for \$2.95
(All plants are shipped postpaid.)**

Indiana, yellow and red lily.
Pink Opal, pink.
Flowering Rush, pink flowers.
Giant Arrowheads, white flowers.
Water Poppies, yellow flowers.
Umbrella Palm, green plumes.
Primrose Willow, yellow flower.
Water Hyacinths, blue flowers.
Submerged Plants.

Red and White Combination

A Complete Water Garden at a Low Price

Water Lilies
Gloriosa. Best of Red Lilies.
Gladstone. Gorgeous white.
Submerged Plants.

For Shallow Water
Cardinal Lobelia.
Arrowhead.
Water Snowflakes.

Collection No. 21, \$3.25, Postpaid

"Loveland Two" Collection No. 22

Two splendid Marliac varieties.
Chromatella and Rosea
\$1.75 Postpaid

"Three-C" Collection No. 23

Chrysantha. Fine sunset color.
Chromatella. Yellow.
Conqueror. Huge red.
\$3.25 Postpaid



Water Hyacinths as grown in our water gardens

Complete Pool Collections for Any Popular Size Pool

Our "FIFTY" Collection

A marvelous collection for a pool 10x15 feet or larger. This collection of fifty plants will make you a complete water garden. As illustrated below, you can picture these plants in their natural setting — Water Lilies in a splendid range of colors — Plants for the Fishes — Plants for the corners — Plants for the centerpiece.

In spite of steadily advancing prices, we are going to continue this collection at this price for one more season only.

FIVE OF THE BEST HARDY LILIES

Gonnere

Sunrise

Comanche

Attraction

Neptune

1 Chinese Double Red Lotus

Shallow Water Plants

3 Blue Water Iris
2 Egyptian Papyrus
1 Porcupine Grass
2 Pickerel Plants
3 Water Poppies
1 Umbrella Palm

5 Water Hyacinths
1 Butterfly Lily
2 Primrose Creepers
3 Yellow Water Iris
2 Primrose Willows
3 Flowering Rush

2 Arrowheads
2 Parrot Feathers
3 Shell Flowers
2 Cardinal Lobelia
5 Bunches Oxygenating Plants
2 Graceful Cattails

All these different types of free blooming Lilies and Lotus

\$12.50

Prepaid



Planning the Pool this Season

REMEMBER

A naturalistic or informal pool will better fit into the general landscape scheme of your garden if it follows nature as closely as possible, the background and margin always being of utmost importance.

The formal-shaped pool will conform to your general scheme of the garden if simple and plain.

And above all else—plan your pool where it will receive full sunlight.

There is nothing that declares such extravagant dividends on so small an investment as a Water Garden.

The greatest attraction of the pool are the water plants. Plan for them when planning your pool.

The Aquarium

No. 01 CHROMOLOID FINISH AQUARIUM—

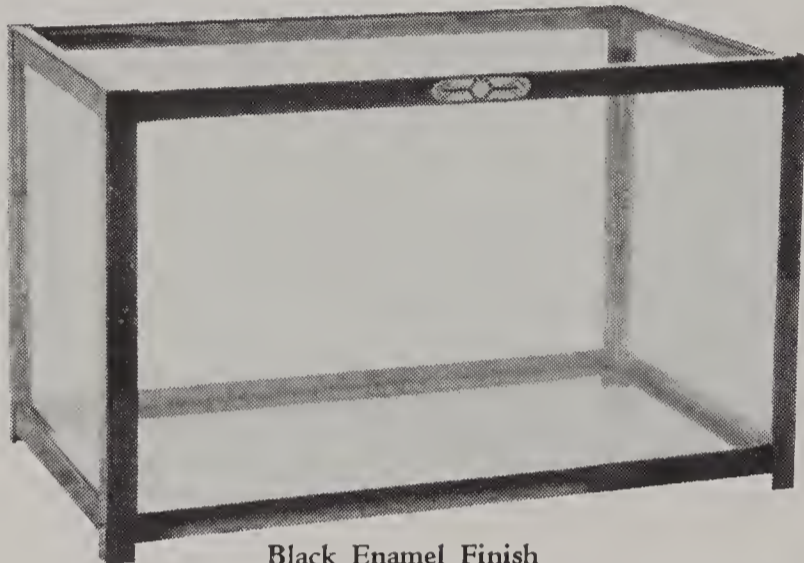
Here is a low price aquarium that is hard to beat, 2 gallon capacity, size 14 inches long, 6 inches wide, 7 inches high. \$2.00, prepaid.

No. 03 CHROMOLOID FINISH AQUARIUM—

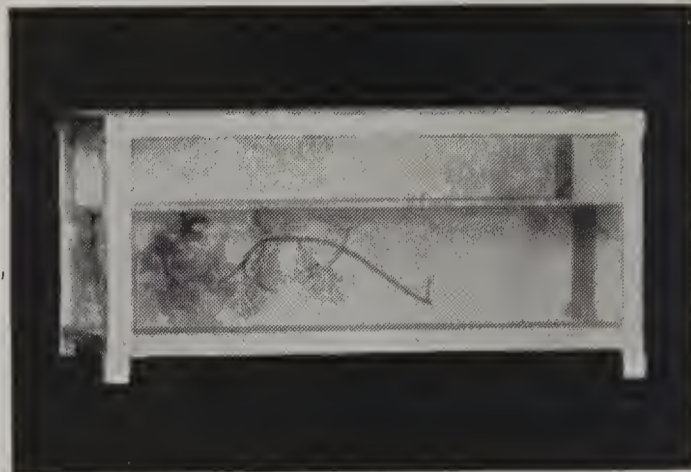
3 gallon capacity, 14 inches long by 6 inches wide by 10 inches high. \$2.75, prepaid.

No. 04 CHROMOLOID FINISH AQUARIUM—

4 $\frac{3}{4}$ gallon capacity, 18 $\frac{1}{2}$ inches long by 8 inches wide by 10 inches high. \$3.75, prepaid.



Black Enamel Finish



Chromoloid Finish

No. 05 BLACK ENAMEL FINISH—A fine aquarium. Absolutely dependable in quality and construction. Sturdily built in every way. 5 gallon capacity, 15 inches long, 9 inches wide, 9 inches high. \$2.50, prepaid.

No. 06 BLACK ENAMEL FINISH—Same construction as above. 10 gallon capacity. 24 inches long, 10 inches high, 10 inches wide. \$4.50, prepaid.

Aquarium Supplies

AQUARIUM ILLUMINATOR—A lamp that is a real value to the aquarist. To really enjoy aquarium pets one must see them properly. Our aquarium lamp solves the problem. Made of heavy metal and fits any style aquarium. Equipped with rubber suction, including 5 feet covered cord. Each, with tubular style bulb, \$1.25.

AQUARIUM CEMENT—A product that can't be beat—for constructing or mending aquariums. Ready for immediate use. Simple directions printed on can. One pound cans, 50c.

A NEW AQUARIUM SCRAPER OR TANK CLEANER—Helps to keep your aquarium crystal clear. It's easy when you use this scraper—it scrapes off algae, slime, etc., like magic. Polishes the glass, without streaks and will not injure fish or plants. 35c each.

GLASS DIP TUBES. For removing sediment. 50c each.

FLOATING THERMOMETERS—Small size, 25c each; large size, 50c each.

NEW STANDING THERMOMETERS—Attractive, encased in glass, 3 $\frac{3}{4}$ inches high, weighted to stand on bottom of aquarium. 25c each.

GLASS FEEDING RINGS—Small size, 10c; large size, 15c.

FISH NETS—

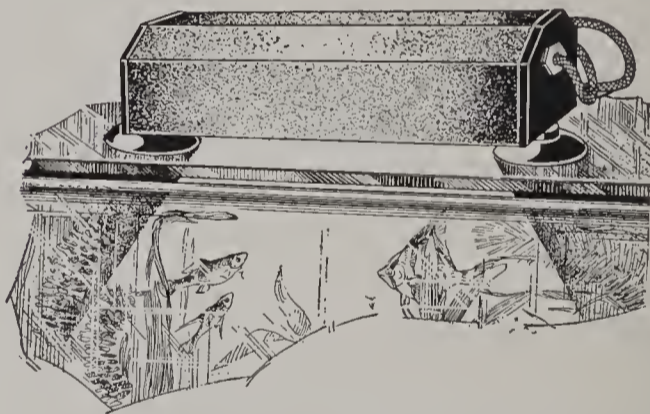
No. N1—Excellent net, small size for Tropical Fish, 10c each.

No. N2—Large size, 4x5, with wire handle, 25c each.

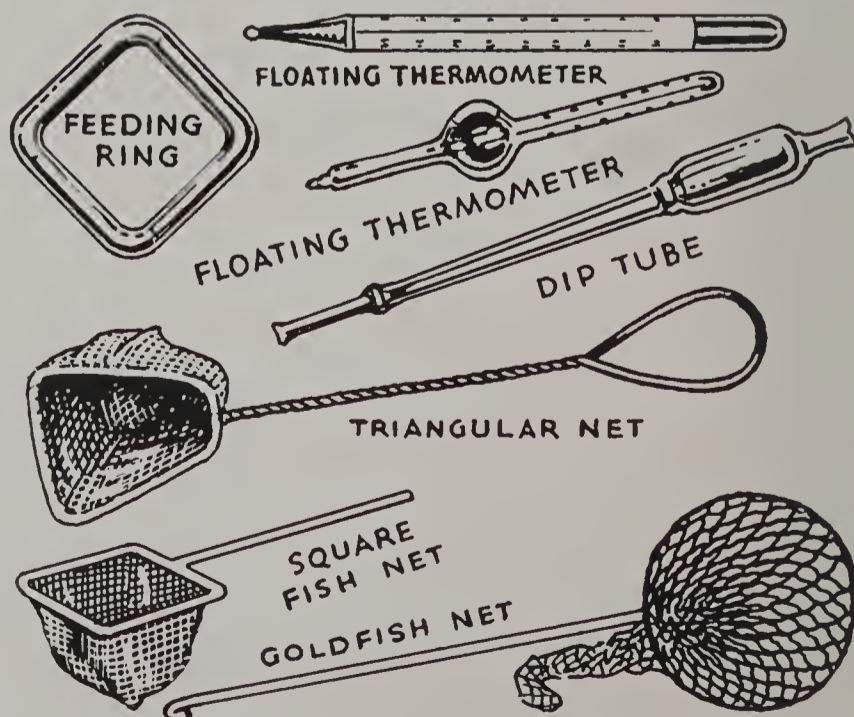
No. N3—Small size for goldfish, 10c each.

No. N4—Large size for goldfish, with round ring 6 inches in diameter and long handle. 25c each.

ALL ITEMS ABOVE POSTPAID



Aquarium Illuminator



WRITE FOR PRICES ON TROPICAL FISH

Aquarium Necessities

THINGS AQUATIC IN THE HOME

Aquatic life has untold value in the home. Aside from the unusual amount of pleasure derived by the owner personally, its value is decidedly convincing of the fact that there should be an Aquarium Garden in every home.

Five values — logical facts — substantiate this statement.

Educational Value. For the home, especially where there are children, one of the best methods of instruction is by first hand observation. What we really see and experience gives a much more lasting impression than those things we merely hear or read about. Observing the forms of life we are made to see Nature near and beautiful — and thus we derive a great deal of

Pleasure. Truly this is one of the most enjoyable of hobbies — an Aquatic Garden. Something interesting to study and to observe as the forms of life develop.

Thus we bring a center of Interest to the Home, — a visible picture of life; as in human beings, the forms of life are daily growing, changing to a more fascinating study picture. Various species of fish, egg-laying or live-bearing, specimens of snails, new and unfamiliar, are some of the forms of life used. The Aquatic life is one of grace and quiet — thus creating by its own tendencies an

Atmosphere of cheerfulness, yet quietness. Life and action are ever present to give the note of activity in the room, yet the stillness and passiveness of the Aquatic life creates a sense of restfulness so desirable in the home.

An Aquarium Garden with all its beauty has been proven to be a splendid humidifier for the air. No room in which there is an Aquatic Garden can be called "stuffy with dry heat." The water from the aquarium evaporates, thus making a more balanced supply of humidity in the air, and where can you find a humidifier as lovely as this?

Upkeep is, I suppose, the objection you have raised. However, this is quite simple. Little difficulty is had in maintaining an aquarium once it is established, and thus the cost is limited to the initial cost. We offer you our prices — LOW — and on the best quality merchandise you can find.

And remember, we stand ready to offer assistance in any way possible.

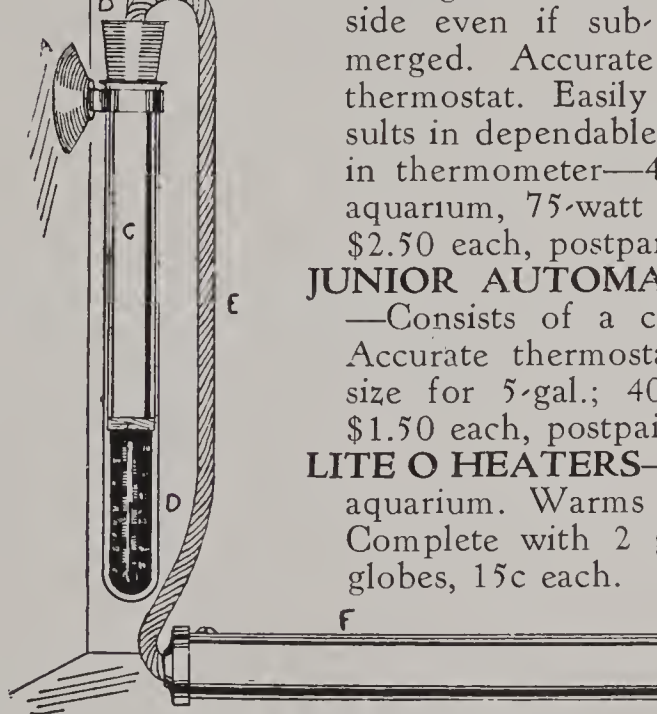
HEATING EQUIPMENT

For the healthy and comfortable maintenance of Tropical Fish a sufficient and uniform temperature is essential. This can be secured in a safe and economical way in spite of fluctuations of temperature that the ordinary home is subjected to, by the use of our Aquarium Heaters and Thermostats.

LOVELAND AQUARIUM THERMOSTAT — These thermostats are the simplest and best obtainable for the price. \$1.50 each, postpaid.

NEW AUTOMATIC WONDER HEATER — Waterproof, adjustable.

Consists of 1 Waterproof Heating Unit. Cannot get wet inside even if submerged.



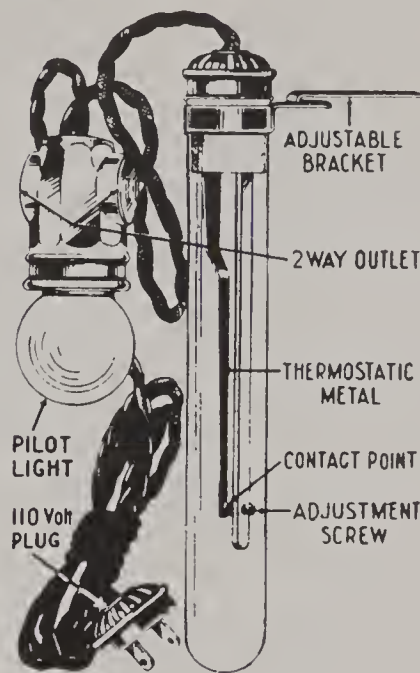
New Automatic Wonder Heater

Accurate thermostat. Easily adjusted by the novice. Results in dependable constant temperature. Built-in thermometer — 40-watt size for 2- to 10-gal. aquarium, 75-watt for 10- to 25-gal. aquarium. \$2.50 each, postpaid.

JUNIOR AUTOMATIC WONDER HEATER

— Consists of a chrome finish Heating Unit. Accurate thermostat. Easily adjusted. 25-watt size for 5-gal.; 40-watt for 10-gal. aquarium. \$1.50 each, postpaid.

LITE O HEATERS — A new style heater for small aquarium. Warms and illuminates the aquarium. Complete with 2 globes. 85c postpaid. Extra globes, 15c each.



Thermostat

LOVELAND AQUARIUM HEATERS —

Heavy metal tube heaters, chrome

finish. A thoroughly tested aquarium heater. 25, 40 and 75 watts.

Specify wattage when ordering. \$1.25 each, postpaid.

JUNIOR AQUARIUM HEATER — Thin metal tube, chrome finish.

A reliable little heater. 25 and 40 watts. 75c postpaid.

AQUARIUM TESTING KIT — A complete outfit for testing the acidity or alkalinity of water. Complete testing kit, \$1.50, postpaid.

PLANT POTS — Very handy in arranging plants in an aquarium, made of clay, very pretty. 20c each, postpaid.

CORAL — Beautiful pieces from the South Seas. Medium sizes, 25c each. 5 different specimens for only \$1.25, postpaid.

HI-BALLS — Medicated balls, neutralizes acids and impurities. Every aquarium of fishes should have one or more in it. 10c; 3 for 25c.

BOOKS

Instructive and helpful in maintaining a balanced aquarium.

A PRACTICAL COMPLETE BOOK ON THE BEGINNER'S PROBLEMS — Fifty illustrations of tropical fish, plants, and scavengers. Most fish illustrations show both male and female in actual sizes. Practical illustrated articles on balanced aquarium, health, food, enemies, disease and helpful hints. 35c, postpaid.

1001 QUESTIONS ANSWERED ABOUT YOUR AQUARIUM — Provides all fish-lovers with a comprehensive and authoritative reference book. Illustrated, \$3.00.

ABC OF TROPICAL FISH — By Irma de Nazaris — Answers all questions on the proper care and management of the aquarium. A really good book and should be purchased by everyone interested in Tropical Fish. 25c each, postpaid.

WRITE FOR PRICES ON TROPICAL FISH

Aquarium Plants

Plants are the most important part of the Aquarium equipment. They keep the water constantly in good condition, because they release oxygen and on the other hand take up the carbon dioxide given off by the fish. Plants also serve as a natural refuge from too much sunlight. They are the first essential of an attractive and well balanced aquarium for their utility as well as their decorative value. It is because of the plants that you do not have to change the water in an aquarium.

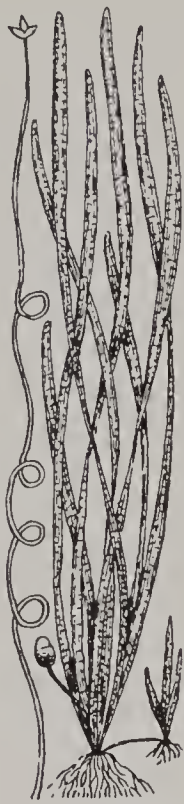
All plants that come with roots such as *Sagittaria*, *Vallisneria*, *Spatterdock*, *Cryptocoryne*, should be planted in clean gravel. In that way they will grow and propagate. *Anacharis*, *Cabomba*, *Ludwigia*, and other bunched plants can be anchored gently in the sand, or for use in small goldfish globes they can be placed as received.

All of our plants are nursery grown or aquarium acclimated before shipping which means superior plants from a standpoint of quality and beauty.

Anacharis (Giant). Large bunches — Old standby. Useful for tropical or goldfish. 15c a bunch; two for 25c.

Cabomba—Fanlike leaves, green stems, excellent for goldfish. 15c a bunch; two for 25c.

Ludwigia—Leaves green above and scarlet beneath. 15c a bunch.



VALLISNERIA



LUDWIGIA



HAIR GRASS



MYRIOPHYLLUM



CABOMBA



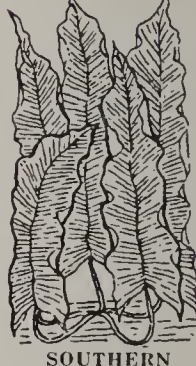
ANACHARIS



SAGITTARIA



UMBRELLA PALM



SOUTHERN SPATTERDOCK

Green Myriophyllum—Very useful in spawning goldfish—decorative. 15c a bunch; two for 25c.

Spatterdock (Carolinensis). Beautiful fan-shaped leaves. 15c a bunch; two for 25c.

Vallisneria—Real Italian Vallisneria, greenhouse grown. 3 for 10c; 35c per dozen.

Sagittaria sinensis—Good green color. Greenhouse grown. 10c each; 4 for 25c.

Sagittaria subulata—Good green color, small variety. 10c each; 4 for 25c.

Hair Grass—Will grow floating or planted in the sand. Per portion 15c.

NEW AND ORNAMENTAL VARIETIES

Needle Leaf Ludwigia—An exceptionally good variety and very beautiful. 15c a bunch; 2 for 25c.

Bacopa—A novelty plant. 15c a bunch.

Red Myriophyllum—Beautiful new plant that is of a gorgeous red color. 15c a bunch.

Rubra Vallisneria—Wide leaf and best for use in spawning *Scalares*. 15c a plant.

Variegated Vallisneria—Markings are novel. 10c a plant; 6 for 50c.

Cryptocoryne Willisi—Long pointed leaves. 35c each.

A LARGE COLLECTION OF ASSORTED AQUARIUM PLANTS

Collection No. P5

20 assorted plants of all the popular varieties, sufficient to balance a 10 to 15 gallon aquarium.

Postpaid

\$1.00

FANCIER'S COLLECTION No. P6

A collection of ten plants including Tropical Spatterdock, *Cryptocoryne*, Under Water Fern, *Rubra Vallisneria* and other new and rare plants for a 10 to 15 gallon aquarium.

Postpaid

\$1.25

WRITE FOR PRICES ON TROPICAL FISH

Aquarium Plants

(Continued)

BANANA PLANTS. A new plant that attracts considerable attention. 15c each.

TROPICAL SPATTERDOCK. A wide round leaf variety. Beautiful specimens. 15c each.

CRYPTOCORYNE WILLISI. Large long pointed leaves, red under sides. 35c each.

CRYPT. CORDATA. Wide leaf. Reddish blue leaves. 75c each.

CRYPT. GRIFFITHI. Beautiful green-red leaves. 75c each.

UNDERWATER FERN. A new plant with strong leaves and stems belonging to the Fern family, but suitable for aquatic life. An exceptionally attractive center plant. 15c each.

DWARF AQUARIUM LILIES. A true Water Lily that grows well in sand bottom aquarium. 45c.

NEW 4 LEAF CLOVER. A novel plant for use in any tropical fish aquarium. Plants 15c.

SAGITTARIA GUAYANENSIS. Grows under water. Large green leaves. A wonderful plant in the aquarium. Plants 45c each.

WATER ROSE. A novel plant with green leaves. Shaped similar to a Rose. Plants 15c each.

UNDERWATER PALM. Leaves resemble a southern palm tree. 15c each.

FLOATING WATER FERN. Most beautiful of Floating Plants. Excellent for using in breeding Bubble Nest Builder. 10c each.

Collection No. P-7

The Biological Collection for School Aquarium. A collection of one each of the varieties listed on pages 20 and 21 suitable for growing in a 15 to 20 gallon aquarium.

\$4.00, postpaid

Collection No. P-8

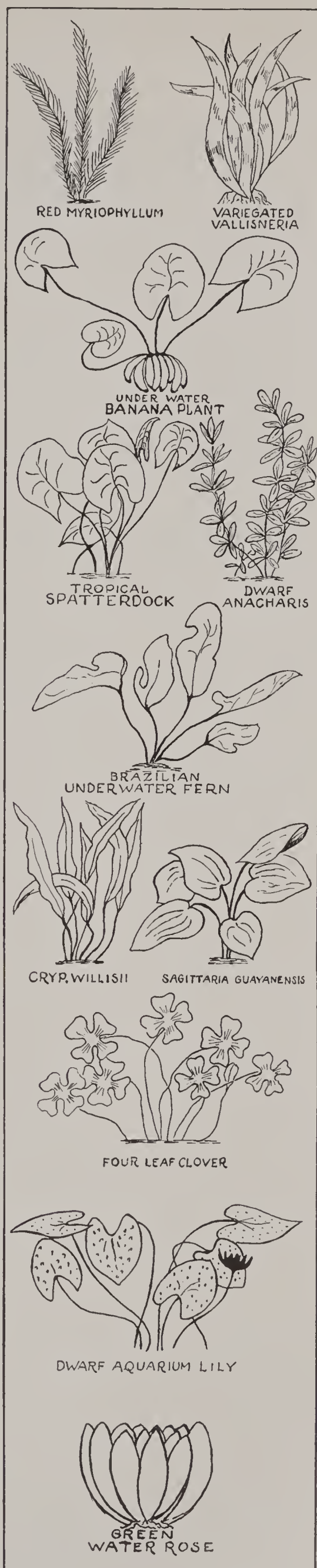
A collection of one each of all plants listed on pages 20 and 21 priced below 25c.

\$2.00, postpaid

SARRACENIA for Terrarium Use

4 varieties of these interesting insect eating plants including the Venus Fly Trap.

75c, postpaid



These Friends Would Like a Copy of Your Catalog

Name

Street

City State

Name

Street

City State

Name

Street

City State

Name

Street

City State

HOW TO ORDER

ORDER EARLY. This is most important—and use Order Sheet found in rear part of this catalog, carefully filling in blank spaces and enclosing payment for full amount of order. Write name and address plainly. To facilitate handling do not write letters on same sheet as orders.

REMITTANCE should be made by Post Office or Express Money Order, Bank Draft, or if more convenient to you, send your personal check.

ORDERS LESS THAN \$1.00. Please include 10c extra for packing charges. This does not apply to Fish Food orders.

HOW AND WHEN WE SHIP. Plants: All orders of Water Lilies and other plants for pools are shipped prepaid.

Water Lilies and all plants for pools are shipped as soon as weather permits, about April 15th. Tropical Lilies may be set out whenever the weather is settled. For southern shipments, about May 1st. Northern shipments (Cincinnati), about May 15th.

GOLDFISH AND TROPICAL FISH must be sent by express. Shipping cans, 50c extra. We ship Goldfish and Tropical Fish listed in this catalog all the year round. Tropical Fish are shipped in cold weather

(October to May) in insulated cans. A \$1.00 deposit is required on insulated cans to insure prompt return.

HANDLING GOLDFISH ON ARRIVAL. Never allow them to remain in their cans for too long a period or overnight. Before transferring fish to your pool or aquarium, be sure the temperature of water is of no great difference. Best to add some of your water to the can in which fish have been shipped. Use one ounce of salt per gallon of water to help heal any injury that was done in shipping. Do not take fish in hands. Use a dip net.

TROPICAL FISH ON ARRIVAL. Be sure to allow them to remain in original water, and placed near the aquarium, slowly add some of your aquarium water. Do not put fish into your aquarium until both waters are the same temperature.

POSTAGE. On the following items, except where noted, we pay the postage: Water Lilies, Aquarium Plants, Fish Remedies, Terrarium Plants, Aquarium Supplies, Books, Fish Foods, Scavengers.

CULTURAL DIRECTIONS. We have printed on small leaflets for your convenience complete cultural directions. One of these will be sent with each order.

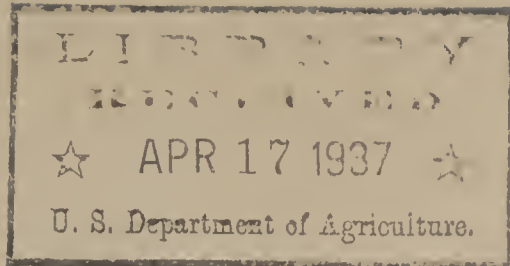
Prepaid Prices apply only to the United States. All orders from foreign countries and outlying possessions of the United States are sent Express Collect.

GUARANTEE

We ship good stock, carefully packed. All goods are guaranteed to reach you in good condition. If package should arrive in bad order, accept shipment, examine and count on receipt and notify us at once, and if damaged notify Express Company. We do not guarantee growth, as we cannot govern conditions after planting.

STANDARD NON-WARRANTY. We have adopted the standard non-warranty of the Goldfish Growers Association, which is as follows: Loveland Goldfish Farm makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name and our liability in any case shall be limited to the replacement of such items as are short or damaged.

SPECIAL BULLETIN



Subject: Price Changes; Seasonable Merchandise; Used Aquaria.

From: Loveland Goldfish Farm, Loveland, Ohio

Price Changes pertaining to 1937 catalog -- for local sales only.

Page 12

Water Poppy, Water Hyacinths, Parrot Feather, Water Lettuce
10¢ per plant, 3 for 25¢.

Page 17

Natural Fish Food, Turtle Food, Tropical Fish Food, Aquarium Gravel,
Shrimp Food, Sea Salt, 10¢ each.

Page 18

NO. 01 Chromoloid Aquarium \$1.25 NO. 03 Chromoloid Aquarium \$1.95
NO. 04 Chromoloid Aquarium 2.95 NO. 05 Black Enamel Aquarium 2.25
NO. 06 Black Enamel Aquarium 4.00

Page 21

Anacharis, Cabomba, and Hyriophyllum -- 10¢ bunch; Sagittaria 5¢ ea.
Vallisneria 25¢ dozen.

Page 22

Japanese and Red Ramshorn Snails 10¢ each; Tadpoles and Black Ram-
shorn Snails 5¢ each; Red Australian Snails 10¢ each.

SLIGHTLY USED AQUARIUMS

10 gallon Aquariums, Black Finish, regular price \$4.00 for only \$2.50

8 gallon aquariums, Bronze Finish, regular price \$3.00, for only 1.50

4½ gallon Aquariums, Chromoloid Finish, for only 1.95

TROPICAL FISH NEW VARIETIES

Swordtail Guppies	\$.75 per pr.	Black Tetra	.75 ea.
half grown	.50 " "	Barbus Nigrofasciatus	.75 "
Black & Red Platy Variatus	.60 " "	Barbus Titteya	.75 "
Neon Tetra	\$3.00 each.		

*
* BRING GOOD CHEER --
* to your friends, the convalescent, the Bridge Party
* Winner, for Birthday or Anniversary.
* BRING GOOD CHEER: --
* to yourself, Brighten up the Window Sill, Make the mantel*
* piece cheerful, Don't forget the Children's Room.
*
* In addition to the varieties of Plants listed in the catalog we
* have a most complete line of PLANTED POTTERY.
* Ivies, Cactus, Succulents, etc., for indoor gardening.
* ALL AT POPULAR PRICES -- 10¢, 15¢, 25¢, 35¢, 50¢.
*

We can take care of the planting of your Water Garden.

For the people who drain their pool in the winter, we can ar-
range to drain and stock your pool on a yearly rental basis.

FOR YOUR CONVENIENCE --
APRIL 15 TO JUNE 15 --
OPEN DAILY AND SUNDAY --
UNTIL DARK --
ORDINARILY UNTIL 6 P.M.

Planting the Water Garden

Care of Plants on Arrival

Unpack the package carefully to prevent breaking of the plants and immediately put them in a pail or tub of water, until you are ready to plant them. Have all boxes filled with soil and everything ready before you commence to plant. All aquatic plants will wilt easily if subjected to wind or sun before being planted. Lilies and other plants will keep for several days floating in a tub of water if kept in partial shade. Tropical Lilies should be planted as soon as possible.

Water Lilies — Planting, Care

The best results are obtained by planting the lily roots in the soil so the crown will be even with the top of the soil and from 6 to 12 inches below the surface of the water. Where the pool is two feet deep or over, it is necessary that stones or bricks be used to build up the box to the proper distance under the surface. Many varieties, however, will grow in much deeper water. All Water Lilies like full sunlight and flower best when not too much shaded. Each Lily should have a minimum of one cubic foot of soil—a box about 14 inches by 14 inches by 10 inches deep will hold this amount. Lilies can be grown in this box for about three years before it is necessary to change the soil.

They like plenty of good garden soil, well enriched with cow manure or some good commercial fertilizer, such as blood meal used at the rate of about a pound to a bushel of soil.

When planting the Lilies the soil should be well firmed around them. An inch of sand or gravel put on the box after they have been planted will help keep the water clear and prevent the goldfish from rooting in the mud.

Tropical Lilies

Are shipped as potted plants. They should be kept from drying winds and sunshine until planted. Tropical Lilies should be planted upright, digging a hole to fit the ball of soil and firming the soil around it. They should not be set out until weather is settled and warm. They grow very rapidly and commence blooming while still quite small.

Lotus

These beautiful plants sometimes prove a little difficult to grow, but if a small amount of attention is given them, one is well repaid for the trouble. Lotus roots look just like bananas. They are very brittle and the growing points are easily broken. Be careful in handling them. In planting press them gently in the soil until they are covered about an inch and so the growing point is just peeping through.

Aquatic Plants

The different classes of aquatic plants are all easily grown and require very little attention after planting. When they grow too rampant they may be thinned out.

Floating Plants

These grow without soil. In most cases the plants will grow more rampant if the roots do touch the soil. They thrive in sun and semi-shade.

Shallow Water Plants

All of them may be planted in water ranging from an inch or so to almost 10 inches in depth. They prefer 4 to 6 inches of water.

Bog Plants

These plants thrive in a wet soil or in very shallow water. They may be planted along the margin of a natural pond.

Oxygenating Plants

They are shipped in bunches which soon take root. They should be planted in the same box with the Lily or in pots.

Wintering

If the water is to be drained out of the pool place the lily tubers in damp soil in the basement, or the boxes containing the lilies may be removed to the basement and kept moist until the following spring. If you leave the water in your pool, and where ice never forms over 10 or 12 inches in the winter, just forget about the lilies. Don't try to winter tropicals. It is cheaper to let them die and buy new ones.

This little outline illustrates how to determine the proper depth to plant the various plants.

Bog Plants—

Cattail
Arrowhead
Rush
Pickerel Plant
Water Iris
Sweet Flags

Umbrella Plants
Papyrus
Bulrush
Forget-Me-Nots
Swamp Calla
Primrose Willow

Water, 3 to 6 inches deep—

Cattail
Rush
Pickerel Plant
Iris
Sweet Flags
Swamp Calla

Thalia
Primrose Creeper
Floating Heart
Poppy
Snowflake

Can be planted in same box with Lilies—

Oxygenating Plants
Poppy
Snowflake

Floating Heart
Primrose Creeper

Floating Plants—

Hyacinths
Lettuce

Fern

A Beautiful Garden

AT SMALL COST



Wouldn't you be proud to own a Lily Pool as beautiful as the one shown above? You can duplicate this beauty. Why not fill your own Lily Pool with a profusion of flowers from May to September.

MARLIAC WHITE

Large beautiful white flowers, light yellow center. Flowers produced very freely—an excellent quality. **\$1.00 each.**

GLORIOSA

A bright red Lily is an attraction in itself. Large blooms make it a desirable Lily. **\$2.00 each.**

CHROMATELLA

A yellow variety that far outsells any other Lily. Leaves beautifully marked in deep green and brown. Blooms are large and frequent. **\$1.00 each.**

PINK OPAL

We have always enjoyed its deep pink cup-shaped flowers. Everyone recognizes its value and it is one of our best sellers—a fragrant variety. **\$1.00 each.**

Other plants illustrated: **Pickerel Plant** (right hand center) bluish flowers. **Arrowhead**, white flowers (left center). **Water Hyacinths**, lavender flower, excellent for spawning goldfish. **Water Iris**, yellow flowers.

Collection No. 24

These four Glorious Lilies, with a collection of Pickerel, Water Iris, and Arrowhead for shallow water planting, and including free five Water Hyacinths.

Complete Collection of Plants **\$3.95**
Postpaid for Only